

**Amendments to the Claims:**

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A method of distributing various quality versions of an electronic content, ~~said method~~ comprising:
  - defining each quality version of the electronic content;
  - defining at least one distortion algorithm executable to generate a lower quality version of the electronic content by a distortion of ~~the highest~~ a high quality version of the electronic content; ~~and~~
  - assigning at least one content key to at least one quality version of the electronic content; and
  - distributing the higher quality version, the at least one distortion algorithm, and the at least one content key.
2. (Currently amended) The method of claim 1, ~~further comprising:~~ the distributing includes storing the highest-high quality version of the electronic content on an electronic content medium.
3. (Currently amended) The method of claim 2, ~~further comprising:~~ wherein the distributing includes storing the at least one distortion algorithm on the electronic content medium.
4. (Currently amended) The method of claim 1, ~~further comprising:~~ wherein the distributing includes storing the at least one distortion algorithm on an electronic content player.

5. (Currently amended) The method of claim 2, ~~further comprising:~~ wherein the distributing includes storing the at least one content key on the electronic content medium.

6. (Currently amended) The method of claim 1, ~~further comprising:~~ wherein the distributing includes storing the at least one content key on an electronic content player.

7. (Currently amended) An electronic content medium, comprising:  
a highest-high quality version of an electronic content; and  
at least one distortion algorithm executable to generate a lower quality version of the electronic content by a distortion of ~~said highest~~ the high quality version of the electronic content.

8. (Currently amended) The electronic content medium of claim 7, ~~further comprising:~~ including at least one content key assigned to one of the quality versions of the electronic content.

9. (Currently amended) An electronic content player, comprising:  
a decryption unit operable to decrypt and decode a highest-high quality version of an electronic content; and  
a distortion unit operable to generate a lower quality version of the electronic content by a distortion of the decrypted and decoded highest-high quality version of the electronic content.

10. (Currently amended) The electronic content player of claim 9, ~~further comprising:~~ including a controller operable to direct ~~said the~~ decryption unit to decrypt and decode the highest-high quality version of ~~an the~~ electronic content in accordance with a content key associated with the electronic content.

11. (Currently amended) The electronic content player of claim 9, ~~further comprising:~~  
including a controller operable to direct said the decryption unit to decrypt and  
decode the ~~highest~~ high quality version of ~~an the~~ electronic content in accordance  
with a content key assigned to one of a lower quality version of the electronic content.

12. (Currently amended) The electronic content player of claim 9, ~~further comprising:~~  
including a controller operable to direct said the decryption unit to decrypt and  
decode the ~~highest~~ high quality version of an electronic content in accordance with a  
content key associated with the electronic content subsequent to a reception of a  
secret key assigned to the electronic content player.

13. (Currently amended) The electronic content player of claim 9, ~~further comprising:~~  
including a controller operable to direct said the decryption unit to decrypt and  
decode the ~~highest~~ high quality version of an electronic content in accordance with a  
content key assigned to one of a lower quality version of the electronic content  
subsequent to a reception of a secret key assigned to the electronic content player.

14. (New) The electronic content player of claim 9, including a controller that is  
configured to control the distortion unit to generate the lower quality version of the  
electronic content based on a content key assigned to the lower quality version.

15. (New) The electronic content player of claim 9, including a media reader that is  
configured to read a media that contains the high quality version of the electronic  
content.

16. (New) The electronic content player of claim 15, including a controller that is  
configured to control the distortion unit to generate the lower quality version of the  
electronic content based on a content key assigned to the lower quality version.

17. (New) The electronic content player of claim 16, wherein the media includes the  
content key.

18. (New) The electronic content player of claim 16, wherein the controller is configured to obtain the content key independent of the media.

19. (New) The electronic content player of claim 10, wherein the controller is configured to control the distortion unit to generate the lower quality version of the electronic content based on the content key.

20. (New) The method of claim 1, wherein the distributing includes storing the at least one distortion algorithm on an electronic content player.